

R. J. Reynolds
Tobacco Co.

Bill Roth
Regional Sales Manager

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☐E Mail

August 18, 1997

To: DM Robert Ridge

RE: Work Withs on August 13th & 14th

Dear Robert,

Listed below is a recap of our discussions during the above referenced work withs:

I. Division Performance Reports

We have identified the following areas that require your follow through to improve results:

1) % of Contracted Package Outlets with 2 FP Displays

- Slow progress has been achieved YTD as to % of accounts and total accounts. Your Division has gained 2 FPD's in 5 accounts YTD and as a percentage, you improved from 59% to 62%. We both agree, that extra displays and/or trays is critical to the success of Winston and Camel.

Action: Assignments for your focus include #1, #4, #9

2) Product Availability

Opportunities remain on our core/priority brand styles, i.e.: Red Kamel, Winston Ultra King/100 Box, and especially all Doral styles.

Through July, 1997, your Division results on Doral is the worst (by far) in the Region.

Action:

- a) Please refer to your assignment tracking reports to identify needs on a priority basis.
- b) As I suggested/discussed, please get with Account Manager Rich Tanchyk and your SR's in Vermont ASAP to put together a "Doral Business Building Plan" for your Vermont markets. Upon completion, please forward your plans to myself and RBM Natale for our review and input.

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II. Trade Observations

Overall execution (at Retail) on Winston "No Bull" is good. We are almost there and listed below are comments for you to consider for even greater results:

- Place greater emphasis on placements of stick to stick comparison POS/PDI.
- Improve placements/impact on outside and window POS/PDI.

As we both agree, Winston No Bull is a **BIG** opportunity for us and NOW is the time to capitalize on this opportunity.

In addition, the NASCAR Winston Cup Race, in Loudon, New Hampshire, on September 14, provides your Division a great opportunity to gain impactful Market Place Presence on Winston "No Bull".

- Have fun with this opportunity by involving SR's and RR's while boosting Division teamwork and moral.

* See you at the Loudon Race and I look forward to seeing "Top Notch" results!

Robert, based on our discussions, I know the action plans we discussed will have positive, long lasting results for RJR.

Should you have any questions or need my assistance in any way, please do not hesitate to call.

Sincerely,

Bill Roth

Bill Roth, RSM

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